



The **Marketing** function will need to communicate with operations to ensure the business is producing products that people want.

The **Marketing** function are responsible for managing the business's promotions and advertising.

**Marketing** is the functional area that is responsible for ensuring the business makes products people want and that potential customers know about them.

**Marketing** focuses on the 4 P's (the **Marketing Mix**)... Product, Price, Place and Promotion.



**Operations** turns **inputs** (raw materials) into **outputs** (final products for sale).

**Operations** is the functional area that is responsible for producing the products the business makes.

**Operations** are responsible for monitoring and managing the **quality** of the products produced by the business.

**Logistics** is a responsibility for the **Operations** function. This means ensuring raw materials and then final goods are where they are supposed to be and that they are there on time.

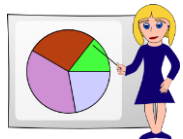
**Finance** give other functional areas **budgets** to stick to. This helps ensure the business makes a profit.

**Finance** is the functional area responsible for the money within the business.

The **Finance** function monitors the business's **cash flow** ... this is the money coming into and out of the business.



The **Finance** function are responsible for producing all financial documentation required (for tax purposes etc.).



**Human Resources** ensure the business meets employment laws (minimum wage etc.).



**Human Resources** is the functional area that is responsible for the people within the business (the employees/workers)

**Human Resources** ensure that all employees are performing well by monitoring targets.

**Human Resources** deals with **recruitment** and **selection** of employees. This means employing the right people for the jobs they have available.

**Human Resources** are responsible for the **Health and Safety** in the workplace.

A **Functional Area** is the name given to a **department** within a business.

In a large business, they'll likely have dedicated departments all with specific roles/tasks to complete.

**Functional activities** are the roles/tasks that are carried out by different functional areas or departments.

In a small business, it's unlikely they have different departments. Some, or even all, of the functional activities might be carried out by the same person. For a new business start-up (especially a sole trader), this will almost certainly be the case.